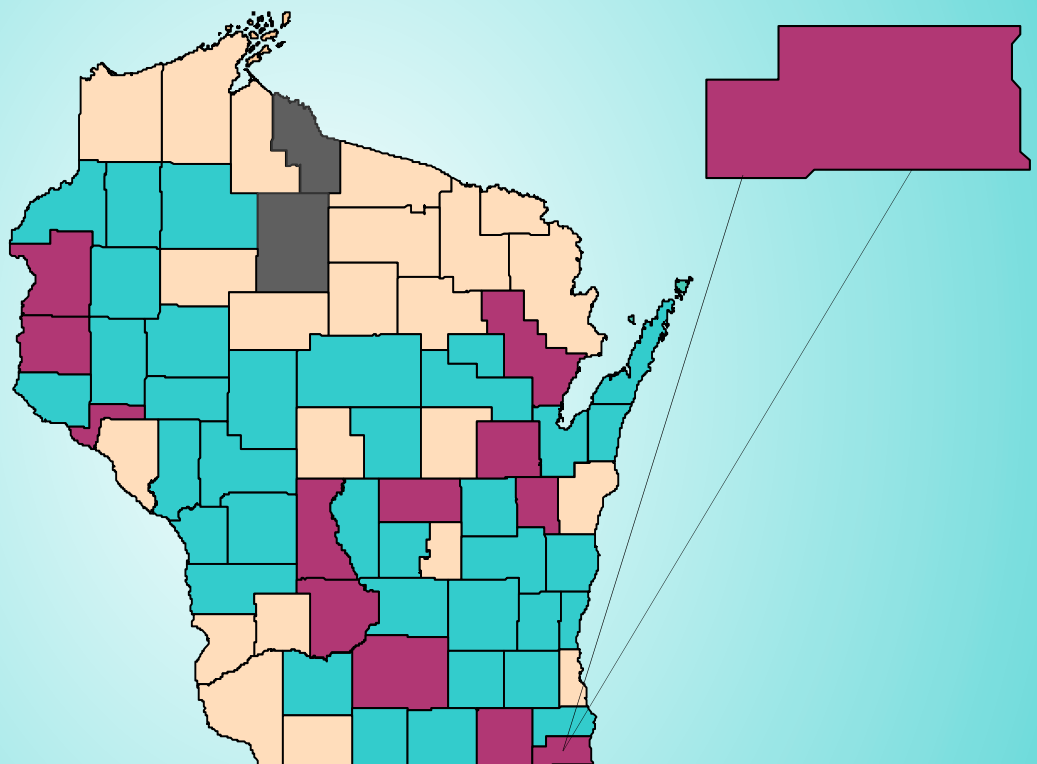


# Kenosha County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



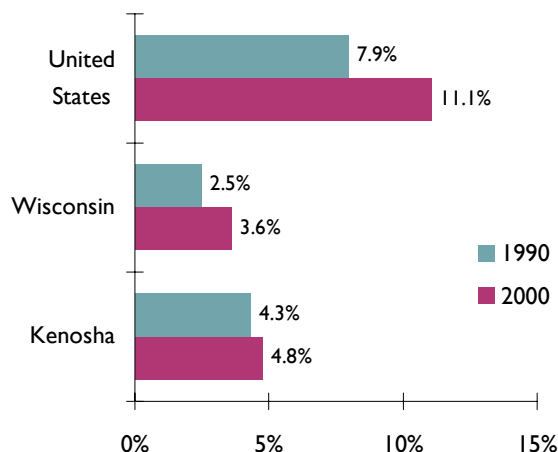
## County Population

Kenosha County has been a hub of growth in the southeast corner of Wisconsin gradually connecting the Chicago metropolitan area to its south and the Milwaukee-Waukesha area to the north. From an official standpoint, Kenosha County is a single-county metropolitan statistical area (MSA), but beginning in 2005 it will be recognized as part of an aggregate counties known as the Chicago-Naperville-Joliet MSA. MSA designations are primarily based upon county-to county commuting patterns, which will be discussed on page 5 of this profile.

Kenosha County population growth over the last 20 months has been faster than both the state, 1.7 percent, and nation's rate, 2.3 percent, and is the 21st fastest growing county of Wisconsin's 72 counties. New population in the county has been evenly balanced between natural increase (read: births outnumbering deaths) and positive, net migration. This balance is good for the very fact that Kenosha has had a purely migratory reputation for residential growth.

Seventy-eight percent of the county's population lives in its three largest municipalities. Two of these three, the Village of Pleasant Prairie and the Town of Salem, are continuing torrid, established growth, especially in recent years as Pleasant Prairie has shown. The southern end of the county has particularly been a domestic haven for Illinois natives, whom are homesteading close to the Wisconsin-Illinois border as many of them maintain employ-

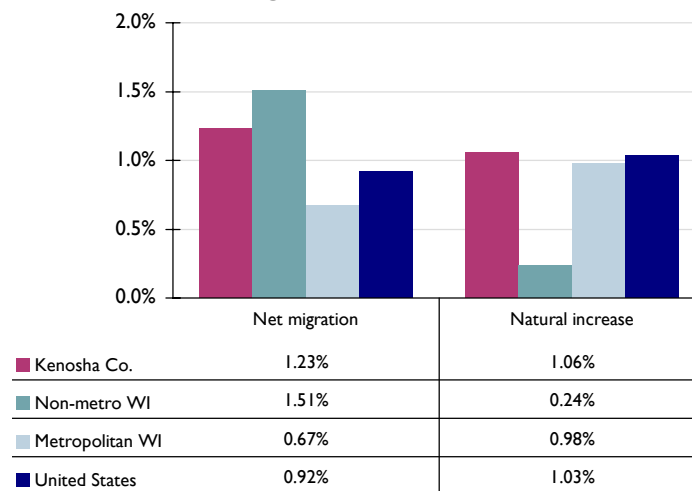
**Share of Foreign-born Residents**



**Total Population**

|                               | April 2000<br>Census | January 1, 2002<br>estimate | Percent<br>change |
|-------------------------------|----------------------|-----------------------------|-------------------|
| <b>United States</b>          | 281,421,906          | 286,923,000                 | 2.0%              |
| <b>Wisconsin</b>              | 5,363,701            | 5,453,896                   | 1.7%              |
| <b>Kenosha County</b>         | 149,577              | 153,009                     | 2.3%              |
| <b>Largest Municipalities</b> |                      |                             |                   |
| Kenosha, City                 | 90,352               | 91,853                      | 1.7%              |
| Pleasant Prairie, Village     | 16,136               | 17,077                      | 5.8%              |
| Salem, Town                   | 9,871                | 10,408                      | 5.4%              |
| Somers, Town                  | 9,059                | 9,074                       | 0.2%              |
| Twin Lakes, Village           | 5,124                | 5,218                       | 1.8%              |
| Bristol, Town                 | 4,538                | 4,593                       | 1.2%              |
| Wheatland, Town               | 3,292                | 3,314                       | 0.7%              |
| Randall, Town                 | 2,929                | 3,072                       | 4.9%              |
| Paddock Lake, Village         | 3,012                | 3,068                       | 1.9%              |
| Silver Lake, Village          | 2,341                | 2,366                       | 1.1%              |

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

ment in Illinois. These residents are attracted to newer and cheaper housing and other "quality of life" issues that have made Wisconsin attractive. According to the 2000 Census, Wisconsin shows more people from Illinois moving into the state than any other state (Minnesota is the runner-up) by a very wide margin.

One can dig deeper into population dynamics by examining demographics such as the age of the

(Continued on page 2)

## Kenosha County Workforce Profile

### Population Projections by Age Groups in Kenosha County

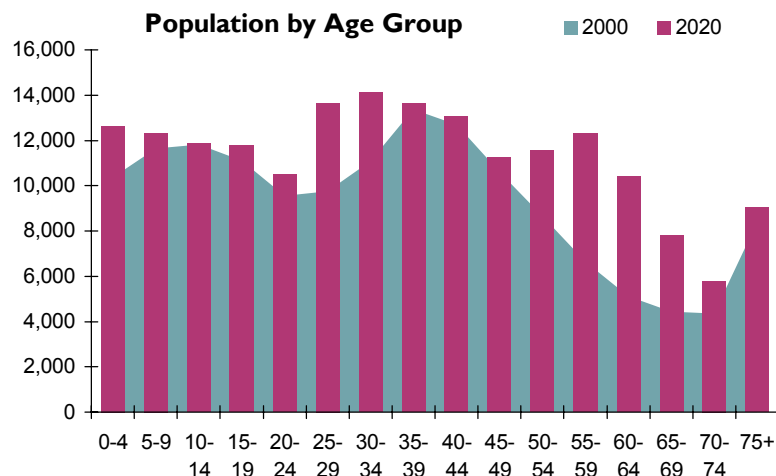
|             | 0-4   | 5-9   | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75+   |
|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>2000</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 5,341 | 6,113 | 6,093 | 5,728 | 4,784 | 4,957 | 5,589 | 6,748 | 6,358 | 5,416 | 4,334 | 3,248 | 2,564 | 1,990 | 1,909 | 2,977 |
| Female      | 5,026 | 5,527 | 5,733 | 5,378 | 4,784 | 4,790 | 5,479 | 6,617 | 6,338 | 5,180 | 4,327 | 3,401 | 2,555 | 2,446 | 2,446 | 5,401 |
| <b>2005</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 5,638 | 5,470 | 6,396 | 6,314 | 5,334 | 5,545 | 5,367 | 5,987 | 6,980 | 6,349 | 5,264 | 4,000 | 2,884 | 2,204 | 1,685 | 3,114 |
| Female      | 5,402 | 5,150 | 5,791 | 5,831 | 5,158 | 5,738 | 5,078 | 5,727 | 6,698 | 6,338 | 5,070 | 4,103 | 3,160 | 2,367 | 2,224 | 5,569 |
| <b>2010</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 5,828 | 5,726 | 5,650 | 6,606 | 5,854 | 6,141 | 6,007 | 5,762 | 6,197 | 6,956 | 6,153 | 4,847 | 3,548 | 2,478 | 1,870 | 3,037 |
| Female      | 5,583 | 5,491 | 5,326 | 5,860 | 5,564 | 6,075 | 6,076 | 5,308 | 5,783 | 6,668 | 6,176 | 4,786 | 3,797 | 2,915 | 2,146 | 5,464 |
| <b>2015</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 6,250 | 5,880 | 5,900 | 5,804 | 6,108 | 6,772 | 6,587 | 6,435 | 5,958 | 6,166 | 6,730 | 5,658 | 4,297 | 3,050 | 2,106 | 3,123 |
| Female      | 5,989 | 5,637 | 5,668 | 5,372 | 5,579 | 6,559 | 6,369 | 6,340 | 5,354 | 5,746 | 6,486 | 5,821 | 4,424 | 3,500 | 2,644 | 5,312 |
| <b>2020</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 6,454 | 6,294 | 6,057 | 6,057 | 5,366 | 7,063 | 7,248 | 7,017 | 6,657 | 5,933 | 5,971 | 6,196 | 5,026 | 3,705 | 2,604 | 3,395 |
| Female      | 6,184 | 6,035 | 5,816 | 5,712 | 5,111 | 6,596 | 6,862 | 6,613 | 6,394 | 5,319 | 5,588 | 6,114 | 5,384 | 4,084 | 3,183 | 5,655 |

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

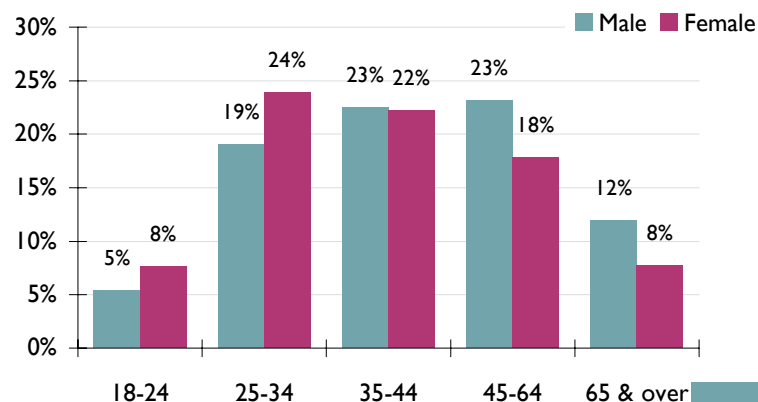
population. Even educational attainment is becoming a more salient feature when profiling an area and is included at the bottom right of this page. The above table and graph to the right out line projected population by age and gender.

Population discussions that mention the word "age" typically evolve into commentaries about aging population. It is a popular topic in Wisconsin and Kenosha County because of the implications these demographics will have on the future economy. The population by age group graph on this page compares age distribution, present and future.

Kenosha County's population shows a dramatic increase in population older than 50 years of age, with particularly large increases of those 55 to 59 years of age. This is not an unusual projection nor is it unique to Kenosha County. Total population growth is expected to be about 22 percent by 2020. The number of residents between the ages of 50 and 69 are projected to grow about 69 percent, while those ages 30 to 49 years will grow less rapidly, about nine percent. Kenosha will show more age diversity than many other counties meaning that there will be a relatively good contingent of those in their 20s and 30s despite the low rate of growth of the younger population. Those 25 to 39 are projected to be the largest portion of the population in 2020, but overall, the county will be an older one than it is now.



### Percent of age group with at least a Bachelor's degree in Kenosha County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force is the sum of a location's employed and unemployed. Participants must be 16 years of age and to be unemployed one must be actively looking for work. The labor force can speak volumes about an area's demographic and economic qualities; more so than one may believe at face value.

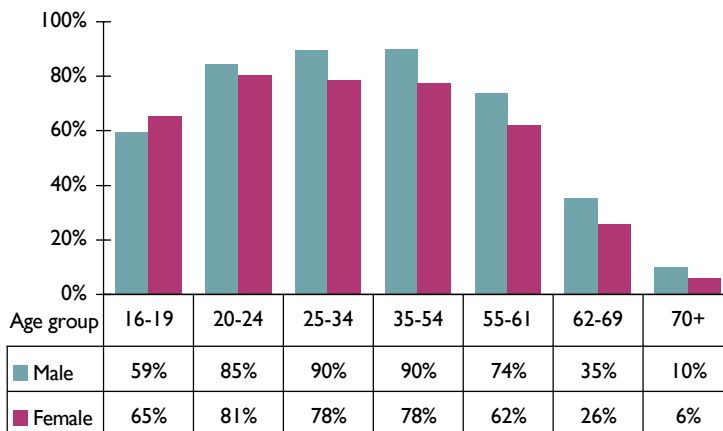
The most anticipated measurement of the labor force is the unemployment rate. Kenosha County's unemployment rate has risen to an annual average of 5.8 percent in 2002 as the number of unemployed increased to 4,800 residents. This is by no means the highest unemployment rate Kenosha County has experienced especially compared to 17.8 percent in 1982, but it certainly has risen from its record low annual average in 1999 of 3.2 percent. The majority, or 71 percent, of the county's unemployed in 2002 were residents of Kenosha City, which was a disproportionately high ratio given the fact that the city composes 59 percent of the county's total labor force. This high ratio is not surprising as it is common for more urban locales to have higher unemployment rates in comparison to suburban places.

Another popular measurement of the labor force is the labor force participation rate (LFPR), which is the sum of percentages of the civilian employed and unemployed. Kenosha County's LFPR was 72.1 percent in 2002, which was close to the statewide average of 73.0 percent and higher than the nation's rate of 66.6 percent. Kenosha County's LFPR ranked 29<sup>th</sup> of 72 counties in 2002. Interestingly, Kenosha County's LFPR has declined over the last few years falling below the state average. It will probably maintain a slight overall decline over the coming decades, yet will likely rise to a level higher than state average as the county labor force is bolstered by a slightly younger than state average and working-inclined population.

The "labor force by age" graph to the right compares the age composition of today's labor force in Kenosha County to what it is projected to look like in 2020. The 2020 projection assumes the present rates of labor force participation by age group (and gender) as shown in the graph at the top of the page. Using this assumption, the labor force could be expected to grow about 22 percent from 2000-2020 compared to 25 percent growth of total population 16 and older.

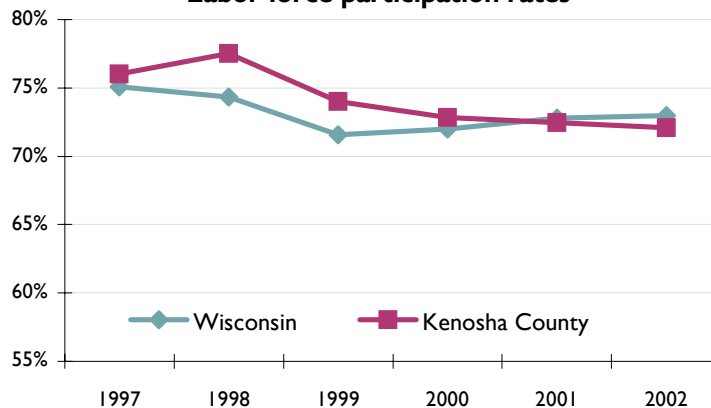
(Continued on page 4)

**Kenosha Labor Force Participation by Age & Sex in 2000**



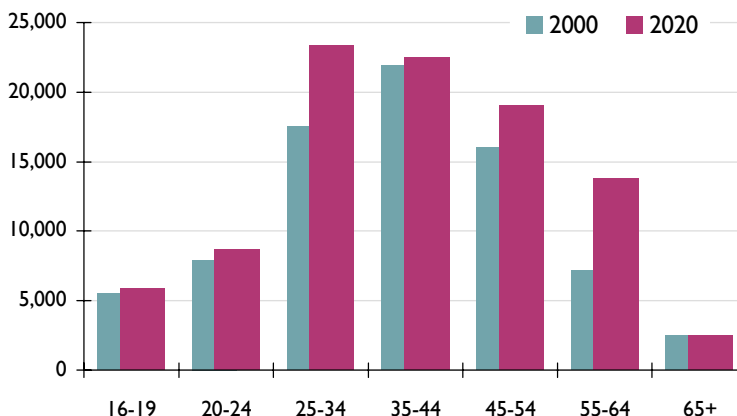
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

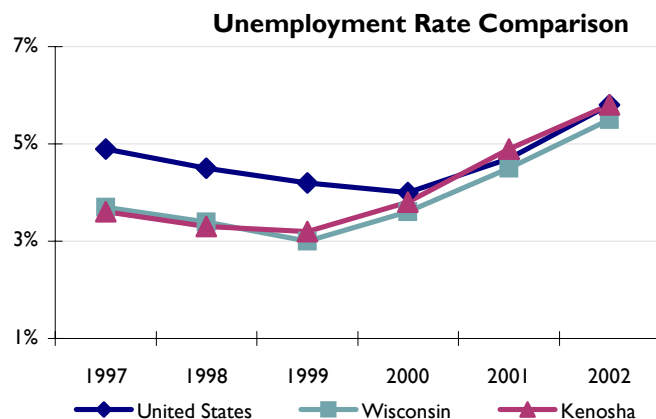
**Labor Force by Age in 2000 & 2020 in Kenosha County**



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Kenosha County Workforce Profile

This projection is open for debate due to the fact that it assumes current levels of labor force participation. Many cases have been made that older workers will remain in the labor force longer. Some opinions are that they will leave sooner. Whichever case is true, the fact will remain that Kenosha County's workforce will be somewhat older and particular worker demands in the labor market will be affected as many occupations tend to be filled by those of a certain age and/or gender. Also, education and training levels will only be more important in tomorrow's labor market. These levels are highly related to age and gender.



### Kenosha County Civilian Labor Force Data

|                   | 1997   | 1998   | 1999   | 2000   | 2001   | 2002   |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force       | 79,045 | 81,261 | 80,410 | 82,436 | 82,475 | 82,543 |
| Employed          | 76,171 | 78,551 | 77,815 | 79,297 | 78,447 | 77,739 |
| Unemployed        | 2,874  | 2,710  | 2,595  | 3,139  | 4,028  | 4,804  |
| Unemployment Rate | 3.6%   | 3.3%   | 3.2%   | 3.8%   | 4.9%   | 5.8%   |

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Occupational information requests outnumber every other labor market information customer request. This is due to the fact that all parties involved in the labor transaction—employers and jobseekers—are keenly interested in career direction, education and training requirements, and importantly, wages associated with careers.

The table to the right examines the fastest growing occupations in the Southeast region (Kenosha, Racine and Walworth Counties) and occupations that will have the most openings between 2000 and 2010 and the occupations' average hourly wages in 2001.

The distinctions between the fastest growing and those with most openings are obvious; wages and educational requirements are quite different. Occupations with the most openings tend to be entry-level needing less educational requirement or training and may have higher turnover as people move up career ladders. Occupations that are growing quickly may not necessarily grow abundantly. They are pervasive in technical fields and most require some form of post-high school training or formal education. The wage premium for higher educational attainment is quite evident in this example and is exemplary of a changing labor demand.

### Southeastern Region Occupation Projections: 2010

|                | Top Ten Occupations                 | Education & Training Typically Required* | Average Wage** |
|----------------|-------------------------------------|--|----------------|
| Fastest Growth | Computer Support Specialists        | Associate degree                         | \$18.57        |
|                | Network/Computer Systems Admin      | Bachelor's degree                        | \$24.41        |
|                | Medical Records/Health Info Techs   | Associate degree                         | \$10.81        |
|                | Personal and Home Care Aides        | 1-month or less training                 | \$8.48         |
|                | Medical Assts                       | 1-12 mo. on-the-job training             | \$10.96        |
|                | Social/Human Service Assts          | 1-12 mo. on-the-job training             | \$11.40        |
|                | Fitness Trainers/Aerobics Instruct  | Postsecondary voc. trng                  | \$8.05         |
|                | Computer/Information Systems Mgrs   | Work experience & degree                 | \$33.92        |
|                | Hotel/Motel/Resort Desk Clerks      | 1-month or less training                 | \$8.43         |
|                | Home Health Aides                   | 1-month or less training                 | \$8.77         |
| Most Openings  | Comb Food Prep/Serv Wrk/Incl Fast   | 1-month or less training                 | \$7.44         |
|                | Cashiers                            | 1-month or less training                 | \$7.62         |
|                | Retail Salespersons                 | 1-month or less training                 | \$9.19         |
|                | Waiters/Waitresses                  | 1-month or less training                 | \$6.38         |
|                | Registered Nurses                   | Bachelor's degree                        | \$21.39        |
|                | Office Clerks/General               | 1-month or less training                 | \$10.68        |
|                | Bartenders                          | 1-month or less training                 | \$8.89         |
|                | Team Assemblers                     | 1-12 mo. on-the-job training             | \$13.20        |
|                | Labrs/Frght/Stock/Matrl Movers/Hand | 1-month or less training                 | \$10.46        |
|                | Janitors/Cleanrs Ex Maids/Hskpng    | 1-month or less training                 | \$9.57         |

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001

Southeastern WDA includes Kenosha, Racine and Walworth counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

This topic is arguably one of the more underrated yet highly anticipated pieces of labor market information. It is a key piece of information when profiling a local economy. These data are created every 10 years by the U.S. Bureau of Census, but may be surveyed annually via the American Community Survey, which is a new approach the bureau is under-

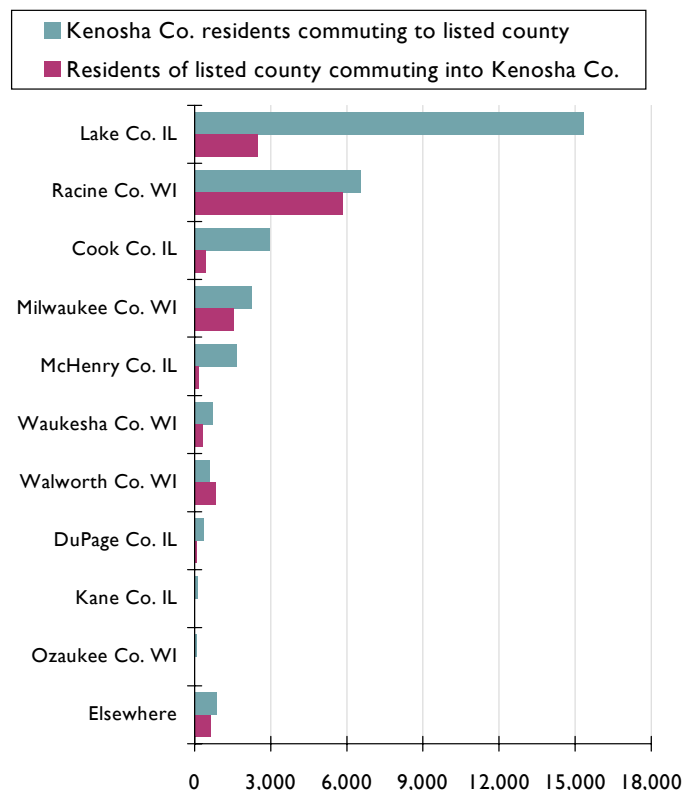
taking to measure the U.S. population between the decennial censuses.

Commuting juxtaposes two simple questions: “where do you live?” and “where do you work?”. Kenosha County is a model county when examining the importance of these two questions as it shows one the state’s most salient commuting impacts.

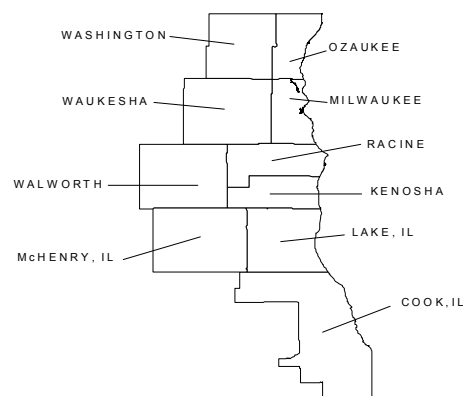
Kenosha exports more workers than it imports.

In fact, it sends the majority of its commuters out of Wisconsin into Illinois, about 30% of Kenosha’s total employed. Viewing the entire commuting scenario, almost 44 percent of Kenosha’s employed do not work in Kenosha County. The graph to the left displays the commuting export and import of workers to various counties and shows Walworth County as the only contiguous one that Kenosha County has a net commuting gain.

Commuting from Kenosha County, at face value, makes a good deal of sense given that the county has considerably more workers (72,053 in 2000 Census) than it has jobs available in the county (50,720 in 2002). It is no secret that many of Kenosha’s residents are Illinois natives, who have maintained their home-state employment. The huge migration of new residents into Kenosha County has created job growth with many jobs catering to the needs of an ever-developing “bedroom community”. Many higher-paying, professional careers are also moving into the county, but not in the multitude, yet, to dissuade workers from keeping their Illinois employment.



|                  | Kenosha Co.<br>residents commuting<br>to listed county | Residents of listed<br>county commuting<br>into Kenosha Co. | Net gain or<br>loss of<br>workers |
|------------------|--|---|-----------------------------------|
| Lake Co. IL      | 15,342   | 2,507   | -12,835                           |
| Racine Co. WI    | 6,526  | 5,825   | -701                              |
| Cook Co. IL      | 2,942  | 453   | -2,489                            |
| Milwaukee Co. WI | 2,260  | 1,570   | -690                              |
| McHenry Co. IL   | 1,660  | 155   | -1,505                            |
| Waukesha Co. WI  | 734  | 319   | -415                              |
| Walworth Co. WI  | 614  | 844   | 230                               |
| DuPage Co. IL    | 366  | 71  | -295                              |
| Kane Co. IL      | 115  | 32  | -83                               |
| Ozaukee Co. WI   | 112  | 36  | -76                               |
| Elsewhere        | 893  | 656   | -237                              |



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



## Industry Employment - Introducing NAICS (North American Industry Classification System)

The North American Industry Classification System (NAICS) is a new way of categorizing employers by industry as of 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining why the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be com-

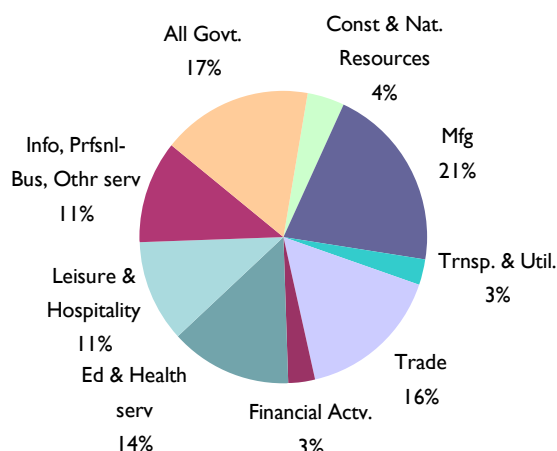
pared to one another even if the industries share the same or similar name as the new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Kenosha County in the present and former coding systems.

Kenosha has always been one of Wisconsin's pillars of manufacturing employment (21 percent of employment) and its higher than average (state average is 18 percent) presence of employment in this sector is proof enough. While Kenosha County is higher in proportion of this goods-producing sector, it has a slightly lower employment percentage in the other goods-making sector, construction and natural resources. To generalize the local industry composition, Kenosha County has proportionally higher than average employment in leisure and hospitality; education and health services; wholesale and retail trade; and government employment. It is proportionally lower in transportation and utilities; financial activities; and information, professional, business and other services employment.

The top 10 industries and employers in the county are a mix of private and public entities, goods-producers and services-providers. It is a mix of older established manufacturers along with a strong base of newer, growth-sector employers such as those in-

(Continued on page 7)

### Kenosha County Industry Distribution: 2002



### 2002 Industry Employment in Kenosha County: A comparison of two classification systems

| NAICS Super-sectors   | Employment | Distribution | SIC Industry Divisions                         | Distribution |
|---|------------|--------------|--|--------------|
| Construction, natural resources & mining                      | 2,200      | 4%           | Construction & Mining                          | 5%           |
| Manufacturing   | 10,900     | 20%          | Manufacturing                                  | 21%          |
| Transportation, warehousing & utilities                       | 1,600      | 3%           | Transportation, utilities & communication      | 4%           |
| Trade (wholesale & retail)                                    | 8,500      | 16%          | Wholesale trade                                | 4%           |
|   |            |              | Retail trade                                   | 21%          |
| Financial activities  | 1,600      | 3%           | Finance, insurance & real estate               | 3%           |
| Information, professional & business services, other services | 6,100      | 11%          | Services & misc (incl. agr, forestry, fishing) | 26%          |
| Education and health services                                 | 7,300      | 14%          | Government                                     | 17%          |
| Leisure & hospitality   | 6,000      | 11%          |  |              |
| Government  | 9,000      | 17%          |  |              |

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003, rounded figures

## Kenosha County Workforce Profile

volved in educational and health services. Manufacturers, of course, had been much more prominent in Kenosha County for decades, as they were just about everywhere in the past. Manufacturers have felt the sting of a soft economy for years and its employment has decreased in presence, both by volume and percentage of total employment. Services-providing industries, which compose about 76 percent of Kenosha County's employment, will maintain stable

growth. The tenth-ranked industry group, administrative and support services, is composed of a great deal of temporary employment personnel. This industry's employment is closely tied to the manufacturing industry and has also decreased. At the time of publication, Snap-On Tools, the county's fifth-largest private employer announced it will close its Kenosha County operations.

### Top 10 Industry Groups in Kenosha County

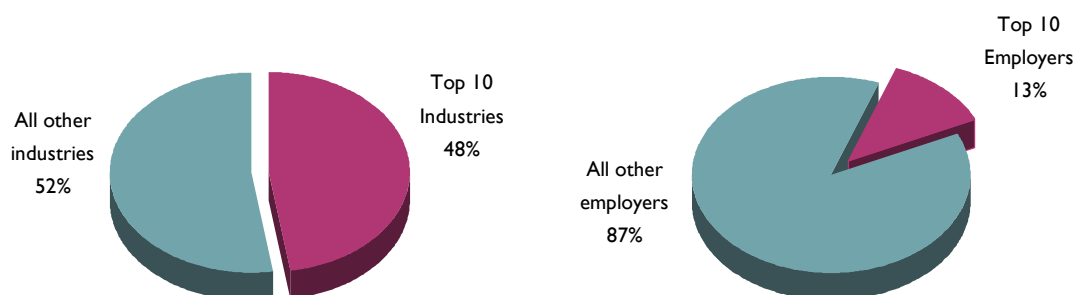
| Industry Group                           | March 2003 |           | Numeric change<br>2002 - 2003 |
|--|------------|-----------|-------------------------------|
|  | Employers  | Employees |                               |
| Educational Services                     | 29         | 6,128     | 199                           |
| Food Services and Drinking Places        | 244        | 4,700     | 54                            |
| Executive, Legislative, & Gen Government | 15         | 2,541     | 30                            |
| Hospitals                                | *          | *         | *                             |
| Fabricated Metal Product Manufacturing   | 52         | 2,029     | -211                          |
| Transportation Equipment Manufacturing   | *          | *         | *                             |
| Ambulatory Health Care Services          | 190        | 1,849     | 39                            |
| Nursing and Residential Care Facilities  | 26         | 1,459     | 176                           |
| Food And Beverage Stores                 | 41         | 1,426     | 49                            |
| Administrative and Support Services      | 92         | 1,328     | -51                           |

\*data suppressed to maintain confidentiality

### Top 10 Private Employers in Kenosha County

| Company                             | Product or Service  | Size    |
|-------------------------------------|---|---------|
| UHS Kenosha Medical Center          | General medical & surgical hospitals                                | 1000 +  |
| DaimlerChrysler Corp.               | Gasoline engine and engine parts manufacturing                      | 1000 +  |
| Aurora Health Care of Southern Lake | General medical & surgical hospitals                                | 500-999 |
| Supervalu Holdings, Inc.            | General line grocery merchant wholesalers                           | 500-999 |
| Snap-On Tools Mfg. Co.              | Hand and edge tool manufacturing                                    | 250-499 |
| Carthage College                    | Colleges, universities, and professional schools                    | 250-499 |
| Deluxe Media Services, Inc.         | Prerecorded compact disc (except software), tape, and record reprod | 250-499 |
| Wisconsin Electric Power Co.        | Fossil fuel electric power generation                               | 250-499 |
| Jockey International, Inc.          | Underwear and nightwear knitting mills                              | 250-499 |
| Kenosha Beef Int'l Ltd.             | Animal (except poultry) slaughtering                                | 250-499 |

### Share of jobs with top 10 industries



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Kenosha County Workforce Profile

If one county were to exemplify Wisconsin via the wages its industries pay, Kenosha would be the example. Overall, Kenosha employers pay at the same annual average as the state. There are vast differences in some industries where Kenosha County pays higher or lower than average such as manufacturing and leisure and hospitality, which is mainly due to differing occupational compositions in these industries compared to the state.

The graph below illustrates the comparative importance of industry employment levels to the wages that these sectors pay in Kenosha County. Manufacturing employment composes 21 percent of the county's total employment, but pays about 31 percent of the county's total wages paid, putting a premium on this employment for its disproportionately high wages. On the other hand, leisure and hospitality employment shows the opposite effect with a higher employment ratio than wages paid in the county. This is due to the

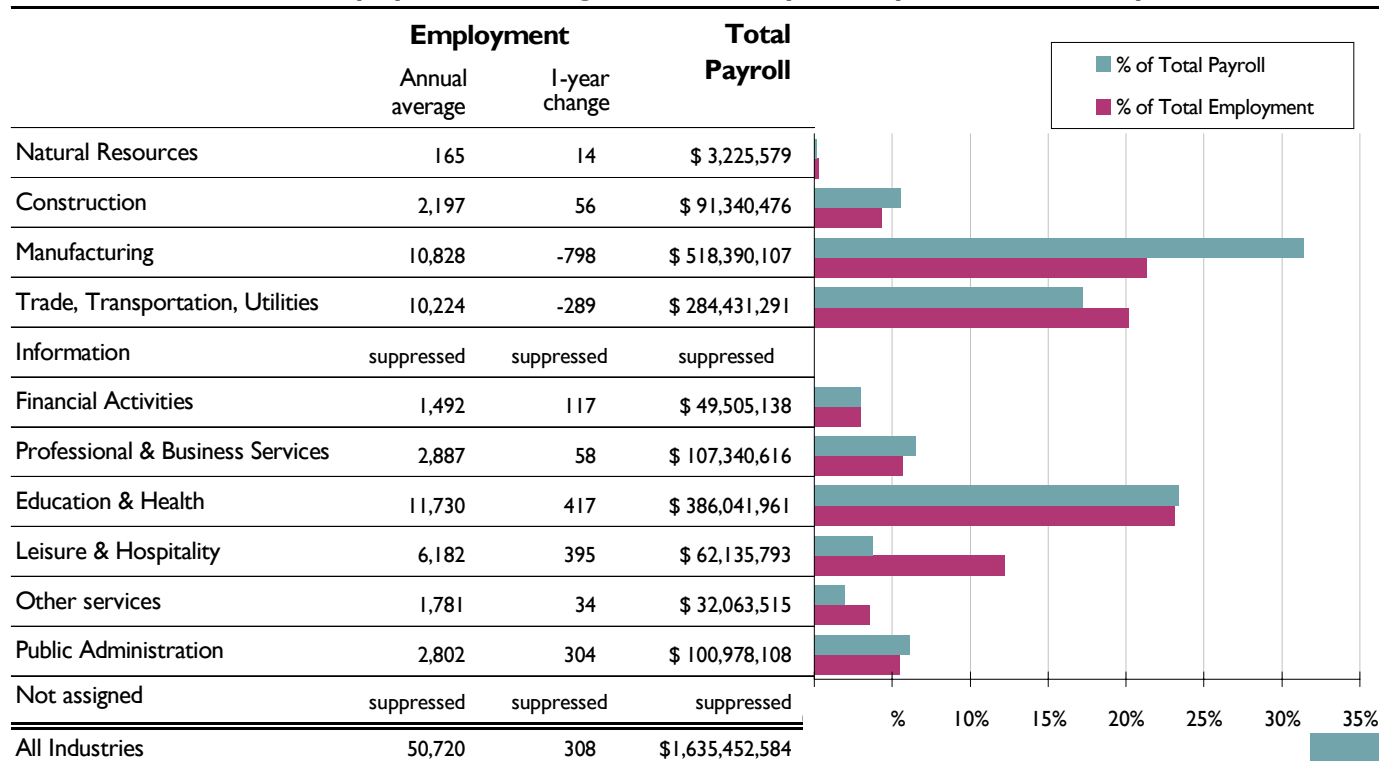
### Average Annual Wage by Industry Division in 2002

|                                  | Average Annual Wage<br>Wisconsin | Average Annual Wage<br>Kenosha County | Percent of<br>Wisconsin | 1-year<br>% change |
|----------------------------------|----------------------------------|---------------------------------------|-------------------------|--------------------|
| All Industries                   | \$ 32,422                        | \$ 32,515                             | 100%                    | 2.5%               |
| Natural resources                | \$ 25,481                        | \$ 19,549                             | 77%                     | 3.8%               |
| Construction                     | \$ 39,649                        | \$ 41,575                             | 105%                    | -1.5%              |
| Manufacturing                    | \$ 40,584                        | \$ 47,875                             | 118%                    | 7.0%               |
| Trade, Transportation, Utilities | \$ 28,422                        | \$ 27,820                             | 98%                     | 1.5%               |
| Information                      | \$ 38,871                        | suppressed                            | suppressed              | suppressed         |
| Financial activities             | \$ 40,337                        | \$ 33,180                             | 82%                     | 5.6%               |
| Professional & Business Services | \$ 36,324                        | \$ 37,181                             | 102%                    | 7.4%               |
| Education & Health               | \$ 33,768                        | \$ 32,911                             | 97%                     | 3.4%               |
| Leisure & Hospitality            | \$ 11,837                        | \$ 10,051                             | 85%                     | 1.8%               |
| Other services                   | \$ 19,500                        | \$ 18,003                             | 92%                     | 3.3%               |
| Public Administration            | \$ 33,769                        | \$ 36,038                             | 107%                    | -4.9%              |

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

fact that much of leisure and hospitality employment is entry-level, part-time and seasonal in nature. Manufacturing wages are higher on average due to more hours worked, collective bargaining agreements and longer job tenures that are not so pervasive in entry-level pay scales. Data for the information sector did not meet minimum release thresholds and were suppressed.

### 2002 Employment and Wage Distribution by Industry in Kenosha County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income (PCPI)

PCPI is typically the accepted indicator of economic health of a geography. It is defined as an area's total income divided by the total population. Income is composed of earnings from work, dividends and interest from equities or other holdings and from transfer payments, which are government payments for various reasons.

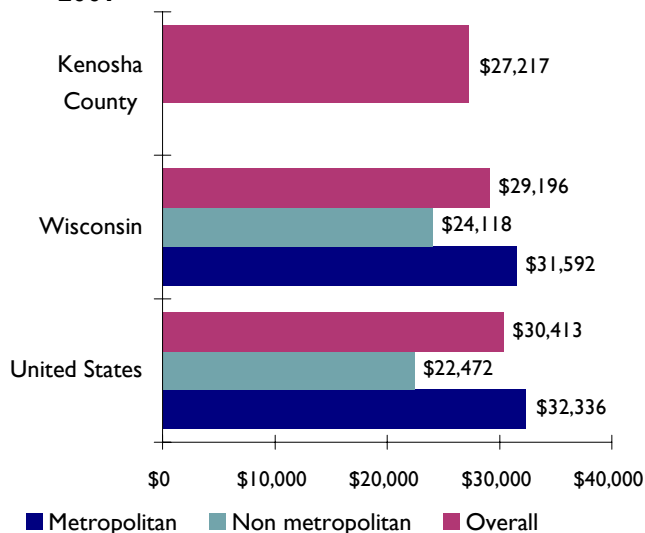
The 2001 PCPI in Kenosha County is lower than both the state average and the aggregate PCPI of all metropolitan counties in Wisconsin. Increases in Kenosha County PCPI have also been slower than increases in the state and nation. A partial explanation

for the slow rise in PCPI is the economic downturn, which impacted job earnings in the county. Job earnings in Kenosha County comprise a greater share of total income compared to other Wisconsin counties. Another factor contributing to lower PCPI is the relatively large increase in young children, who are not wage earners, but are part of the population and included in this figure. Kenosha County has higher than state average median household and family income figures, which speak more specifically to whom is earning the money and less to the non-earning dependents such as young, non-working children.

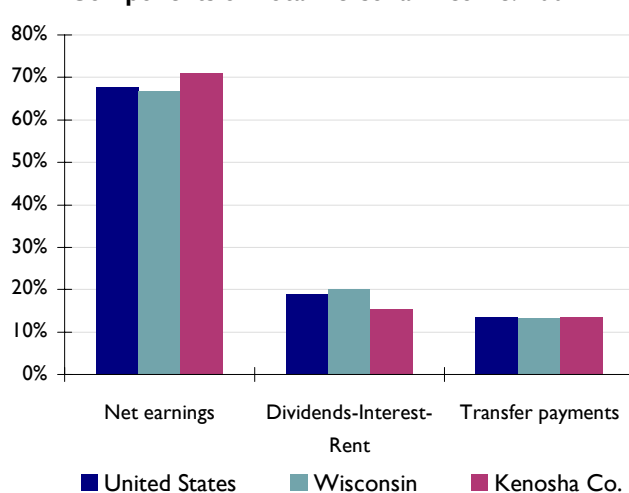
**Per Capita Personal Income**

|                | 1996     | 1997     | 1998     | 1999     | 2000     | 2001     | Percent Change |        |
|----------------|----------|----------|----------|----------|----------|----------|----------------|--------|
|                |          |          |          |          |          |          | 1 year         | 5 year |
| United States  | \$24,270 | \$25,412 | \$26,893 | \$27,880 | \$29,760 | \$30,413 | 2.2%           | 25.3%  |
| Wisconsin      | \$23,301 | \$24,481 | \$26,004 | \$26,926 | \$28,389 | \$29,196 | 2.8%           | 25.3%  |
| Kenosha County | \$22,011 | \$23,234 | \$24,731 | \$25,774 | \$26,609 | \$27,217 | 2.3%           | 23.7%  |

### 2001



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author: Eric Grosso (608) 266-7034

Eric.Grosso@dwd.state.wi.us